



Moda Biella®

ITALY

THE HERITAGE OF LUXURY FABRICS

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**EMBARK ON A
MEMORABLE JOURNEY OF
MERINO WOOL WITH
MODA BIELLA**

*"From the majestic Merino sheep to a sartorial suit,
Moda Biella fabrics are pure luxury"*

06 January 2020, Mumbai: After foraying in the Indian Market, Italian luxury brand, Moda Biella launched its Winter Collection with its unapologetic journey from fleece to fashion. *Realizing the potential of natural silk*, the latest collection elegantly focuses on responsiveness to fabrics.

As a brand, Moda Biella entrusts using only the best quality comfort fabric, woven with natural fibres that have a rich texture that look impeccable, that feel comfortable and that stand out in comparison to other fabrics available in the market.

Over the years, farmers, graziers, spinners, weavers and tailors have evolved and developed their methods of obtaining the precious fibre or fleece from sheep, camels and goats. History flows with its Merino Wool, Cashmere, etc. grow to be pre-eminence when compared with man-made fibres like polyester, only because of their softness.

Moda Biella – The Heritage of Luxury.

Moda Biella Merino wool is a reasonable nature – originating from the finest flocks in Australia, New Zealand and Southern Italy's ecologically sound and nature-friendly. Other natural "wool" fibres in the Moda Biella collection include cashmere, silk, linen and cotton. The natural fibre merino wool goes through the process of shearing, washing the cloth, cleaning, garment making to the suit. Each process is distinctive and significant.

The making of the cloth is dependent upon the merino wool quality, the yarn thickness and type, and the fabric weave and finish. The softness quality of merino wool enables superior 100% quality, ideal for men's wearing, jackets and trouser tailoring. The soft, touch, light and shape of a Merino wool suit will leave you awestruck in terms of comfort and elegance.

Speaking about the creation of fabric for MODA BIELLA, Mr. Vikram Marudkar, MD & CEO, OCM said, "We have produced high quality fabrics from these merino wool merinos. Our intention is to provide fabric which have the best feel, touch and drape, to satisfy our discerning customers who look for sophistication and desire a world class product." The techniques of garment have evolved over the years, and in the 19th century Merino wool garments are amongst one of the most refined, smoothest, warmest, more luxurious features of fabric with expert interpretation of seasonal trends. The sartorial styling and elegance from Moda Biella today is no longer only an aspiration.

Following the sophisticated suit is Moda Biella's paramount focus. The knowledge and the art of the master tailoring, cutting and sewing craft, are the two basic aspects of constructing suits from a pattern, developed slowly and gradually in Europe between the 17th and the 18th centuries. Moda Biella Extra-Fine Merino Wool is one of the most luxurious fabrics in the World concerning their efforts on customer satisfaction over all other aspects.

Maheer Jumbhal, Corporate Advisor – Moda Biella adds, "There are some fibres that look good, feel good, and make the wearer feel special, there are others that do not. Moda Biella uses only the best natural fibres, and blends them in its unique combinations to create a well-designed, beautifully finished and wonderfully comfortable collection of clothes."



ABOUT MODA BIELLA:

MODA BIELLA has been a trusted brand in Italy for many years. The fabric and trim used mostly are superior quality fibres to produce a remarkable array of superior clothes. With a line-up of finely designed fabrics, this brand is not only distinguished by its heritage of making world class fabrics but also excels in technical innovation and outstanding style and design features.

ABOUT OCM

OCM, one of India's largest fabric manufacturers, has been the Indian market with the launch of OCM's luxurious heritage fashion brand - "MODA BIELLA".

The Company has an extensive 27 year expertise that issues a new range with an annual capacity of 8 million meters of fabric and an employee base of 1,000. The company's membership lies with the premises of the Denim Group. The product design function is at the forefront of global styling. Today, the Company has an extensive product range of high quality all-weather and all-weather apparel.



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Date	Portal	Link
20 th February 2020	Apparel Views	http://www.apparelviews.com/italian-luxury-brand-moda-biellas-wedding-fabric-range/

ITALIAN LUXURY BRAND MODA BIELLA'S WEDDING FABRIC RANGE

Posted by Editorial Team | Feb 20, 2020 | Global

This wedding season, celebrate the marriage of love with panache as Italian Luxury brand, Moda Biella unveils its luxurious fabric range. Indian weddings are known for their extravagance and festivities packed with rituals and ceremonies and everyone wants to stand out in a crowd.

Known for the best quality luxury fabric, the natural fibres are meticulously woven and have a rich luster. Moda Biella's latest fabric range presents an array of luxurious wedding fabrics - a perfect amalgamation of glamour and elegance.



Moda Biella's latest range offers a vibrant color palette with tones of Burgundy, Bottle Green, Chestnut and Indigo to supplement the traditional blacks and navys. Shades of blue and grey, from dark to light, and softer neutrals like beige, stone and ecru all mix-and-match well together, while pastel hues like mint, baby blue and pale yellow are trending options.